

What is claimed is:

1. A method for creating a sales model for a plurality of products,
comprising:
 creating a plurality demand groups, wherein each demand group is a
 5 set of at least one product and wherein at least one of the demand groups is a
 set of at least two products;
 creating a sales model for each demand group; and
 creating a market share model for each product in each demand group.
- 10 2. The method, as recited in claim 1, further comprising:
 collecting raw data; and
 generating imputed variables from the raw data, wherein the imputed
 variables are used to create the sales model.
- 15 3. An econometric engine for modeling sales as a function of price,
comprising:
 an imputed variable generator; and
 a coefficient estimator coupled to the imputed variable generator, and
 wherein imputed variables generated by the variable generator are used by the
 20 coefficient estimator to create a sales model.
4. The econometric engine, as recited in claim 3, wherein the imputed
 variable generator receives raw data, cleans the data and generates imputed
 variables.
- 25 5. The econometric engine, as recited in claim 4, wherein the coefficient
 estimator creates the sales model by creating a sales model for a demand
 group and creating a market share model for a product in the demand group.